

Insurance – Real-Time Customer Analysis

1. The Context

Our client, a large insurance comparison website, wanted to provide a market leading personalised experience to potential and existing customers

- Providing a tailored service experience to customers is more likely to attract them to use the client's service
- Providing customer service through a customer's preferred channel of contact is more likely to result in a positive experience, potentially encouraging the customer to use the service and return in the future

2. Our Challenge

RUBIX. was engaged to develop a machine learning model to classify customers into segments and predict which customers would respond best to certain promotions, offers, and channels of communication

- Develop a suite of tools that improve the customer experience throughout their entire purchase process
- By collecting and analysing customer behaviour information and sales history, we trained a ML model to provide customers with a personalised experience based on their past preferences and behaviour patterns [eg. Some customers may get a web-first process, while others will be directed to the call centre based on previous interaction history]
- The model was deployed into production in the customer's existing technical stack

3. How we Triumphed

On time and on budget, the Client received a machine learning solution and a suite of analytics tools that are continuously evolving and learning about their customer behaviours, and updating their recommendations

- Adopting a customer-focused attitude allowed us to focus on tools that make the customer's experience better.
- Using our experience in deploying models into production allowed us to take the models from analysis and into production, delivering seamless results for the client with minimal disruption to the customer's experience or process flows
- The client stated that customer satisfaction greatly increased, as did the rates of engagement with the comparison tool
- The models are continuously learning from the customers' interactions and updating their recommendations based on their learnings

Our deep expertise in machine learning models allows us to identify the right opportunities, and design and develop tailored solutions for our clients